COURSE DETAIL

INTERNATIONAL BUSINESS STRATEGY & DEVELOPMENT
Country United Kingdom - England
Host Institution University College London
Program(s) Summer at University College London
UCEAP Course Level Upper Division
UCEAP Subject Area(s) International Studies Business Administration
UCEAP Course Number 107
UCEAP Course Suffix S
UCEAP Official Title INTERNATIONAL BUSINESS STRATEGY & DEVELOPMENT
UCEAP Transcript Title INTL BUS STRATEGY
UCEAP Quarter Units 6.00
UCEAP Semester Units

4.00

Course Description

This course provides a theoretical and practical overview on the economic "globalization," and the changes in international business over time, in the context of the continuous changing global economy trends. It emphasizes on international business strategy and development by integrating three key concepts. The first one is the international business which approaches business globalization, internationalization, and extroversion theoretically. The second one is strategy which extends the international business concept and theories with critical thinking on which, when, where and how shall be applied best. Furthermore, practical business development models, methods, and frameworks are presented to implement the selected international business strategy. The course covers all types of businesses, from the multinational firm to the start-up, aiming to sustain, develop, or achieve effective and successful international business.

Language(s) of Instruction
English

Host Institution Course Number
ISSU0114

Host Institution Course Title
INTERNATIONAL BUSINESS STRATEGY AND DEVELOPMENT

Host Institution Course Details
https://www.ucl.ac.uk/prospective-students/summer-school/modules/international-...

Host Institution Campus

Host Institution Faculty
School of Management

Host Institution Degree

Host Institution Department

Course Last Reviewed
2025-2026

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